



## Request for Proposal

Solicitation #: ALJ201511-01  
Date Issued: November 5, 2015

Issued To:

To be Determined

This Request for Proposal (RFP) is issued under the authority of the Department of Energy Prime Contract DE-AC06-09RL14728.

This RFP is issued by:

Mission Support Alliance, LLC  
P.O. Box 650  
Richland, WA 99352

Contract Specialist:  
Amy Justice  
H7-08  
(509) 376-9129  
[Amy.L.Justice@rl.gov](mailto:Amy.L.Justice@rl.gov)

Proposals are to be prepared in accordance with the instructions and conditions set forth herein. Proposals are to be received by **2:00 P.M., PST on November 18, 2015** to the e-mail address shown above, attention to the Contract Specialist responsible for this solicitation.

All questions are to be directed to the Contract Specialist identified above. All proposals are subject to the terms and conditions set forth herein. Any exceptions, deviations, or omissions may be grounds for rejection of proposals submitted.

If you have questions or need additional information concerning this invitation, please contact the undersigned by telephone at (509) 376-9129 or by e-mail at [Amy.L.Justice@rl.gov](mailto:Amy.L.Justice@rl.gov).

Sincerely,

Amy Justice, Contract Specialist



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### A.0 Solicitation

#### A.1 North American Industry Classification System (NAICS) Code and Size Standard

(A01) Rev 002 3/1/2011

The Buyer has determined that North American Industry Classification System (NAICS) Code 541430 applies to this acquisition. Therefore, the size standard for determining whether an Offeror is a small business in regard to this acquisition is \$7,500,000.00.

If this solicitation is designated as a small business set-aside, the Offeror certifies that they are a small business by submitting a proposal or an offer to this solicitation.

#### A.2 Small Business Set Aside – Solicitation

(A03) Rev. 2 08/20/2013

Proposals made under this acquisition are solicited from Small Business Concerns, including; Small Disadvantaged, Small Women-Owned, Service Disabled Veteran and HUBZone Small Businesses. Any resulting Subcontract shall be performed solely by Small Businesses. Proposals received from concerns that are not Small Businesses shall not be considered for award.

Business classifications must comply with Small Business Administration guidelines.

In general:

- Small Women-Owned, Service Disabled-Veteran Owned Business and Small Disadvantaged Business may self-certify their business size.
- Small Disadvantaged Business Qualifications: A small business must be at least 51% owned and controlled by a socially and economically disadvantaged individual or individuals. African Americans, Hispanic Americans, Asian Pacific Americans, Subcontinent Asian Americans, and Native Americans are presumed to qualify. Other individuals can qualify if they show by a [“preponderance of the evidence”](#) that they are disadvantaged. All individuals must have a net worth of less than \$750,000.00, excluding the equity of the business and primary residence. Successful applicants must also meet applicable size standards for small businesses in their industry.

The following Small Business Concerns must be certified by the Small Business Administration (SBA):

- [HUBZone Small Business Qualifications](#): A firm can be found to be a qualified HUBZone concern, if:
  - It is [small](#),



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- It must be owned and controlled by at least 51% by U.S. Citizens, a Community Development Corporation, an agricultural cooperation, and/or Indian tribe,
- It is [located in an “historically underutilized business zone”](#) (HUBZone), and
- At least 35% of its employees must reside in a HUBZone.

### A.3 Local Business Preference

(A62) Rev. 0 3/14/2011

This is a local business preference solicitation. For award evaluation purposes only, the Buyer will increase all proposals submitted by Subcontractors not considered local by 6%. To be considered local, Subcontractors must be operating in the local vicinity of the Hanford Site, Washington for the duration of any resulting Subcontract. Local vicinity is defined as the Washington counties of Benton, Franklin, Adams, Grant, Klickitat, Walla Walla, Yakima, as well as Umatilla County, Oregon.

Subcontractors not presently operating in one or more of these counties but plan to respond to this solicitation, must provide with their proposal sufficient details showing such planning so as to be fully operational at the time of Subcontract award. The resultant Subcontract will require the Subcontractor to perform the actual scope of work within the local vicinity as defined herein.

### A.4 Proposal Submittal

(A37) Rev. 0 03/14/2011

1. Proposals are to be received by 2:00 P.M., PST on the date specified in the Solicitation.
2. Proposal Submittal Methods

The complete proposal package shall be submitted electronically by E-mail to Amy\_L\_justice@rl.gov. The original proposal form and certifications must be sent to the Contract Specialist when requested as confirmation.

3. Late Proposals

A proposal is considered late if it is received at the office designated in the solicitation after the exact time and date specified for receipt and will not be considered unless:

- a. It was sent by e-mail to the Contract Specialist, and it is determined that the late receipt was due solely to mishandling upon receipt; or
- b. It is the only proposal received.



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### 4. Proposal Changes

Any modification of a proposal, including the Contract Specialist's request for "Best and Final Offer," is subject to the same conditions as in the "Late Proposals" section above.

### 5. Withdrawal of Proposals

Proposals may be withdrawn by written or electronic notice to the Contract Specialist at any time prior to award. A Subcontractor, or its authorized representative, may withdraw proposals in person, provided their identity is made known and they sign a receipt for the proposal.

### 6. There may or may not be an award made as a result of this Solicitation. MSA is under no obligation to pay the Offeror for the preparation or submittal of any response to this Solicitation.

### 7. Offeror shall insert the necessary information required on the Solicitation. Any proposals not submitted in accordance with the Solicitation may be considered nonresponsive. Unless otherwise requested, Offeror is to propose price and delivery based upon their normal work week. In addition, Offeror is to specify basis of normal workweek (i.e., number of days/week and number of hours/day).

### 8. Compliance with specifications and other requirements of this Solicitation is essential. Unless otherwise indicated by Offeror, Offerors signature on their proposal shall indicate unqualified acceptance of all requirements including all the terms and conditions stated and referenced by this Solicitation. Interpretations established by the Offeror to any part of this Solicitation may be considered an exception. In case of doubt, Offeror should request clarification from Contract Specialist. If there are any exceptions to the requirements of the Solicitation, the price offered should be based on the Solicitation's requirements and the exception(s) priced as alternates. If Offeror's proposal is based only on the proposed exceptions, it must be recognized that this may be grounds for a determination that such a proposal is non-responsive.

### 9. Any questions or requests for additional information relative to the Solicitation must be submitted in writing to the Contract Specialist responsible for issuing the Solicitation. Any attempt to contact anyone other than the Contract Specialist may be grounds for dismissal of Offeror's proposal. Copies of replies to questions will be furnished to all Offerors.

### Proprietary Information

### 10. Offerors whose proposals include any data that they do not want disclosed to the public for any purpose, or used by Contract Specialist or the Government except for evaluation purposes, shall:

A. Mark the title page of their proposal with the following legend:



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“This proposal includes data that shall not be disclosed outside Contract Specialist or the Government and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to evaluate this proposal. If, however, a Subcontract is awarded to this Offeror as a result of, or in connection with, the submission of this data, Contract Specialist and the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting Subcontract. This restriction does not limit Contract Specialist’s nor the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets [insert numbers or other identification of sheets];” and

B. Mark each sheet of data it wishes to restrict with the following legend:

“Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.”

### **A.5 Basis of Award – Best Value**

(A86) Rev.1 2/28/2013

Award may be made to the Offeror submitting the best proposal in which both cost/price and other specifically defined factors will be the basis of award. See evaluation criteria under A.6 Information required for Evaluation/Evaluation Criteria.

Buyer may accept any item or combination of items, or split award unless doing so is precluded by a restrictive limitation in the RFP or the proposal.

### **A.6 Information Required for Evaluation/Evaluation Criteria**

The below factors are listed in order of importance. Criteria 1 through Criteria 4 are weighted equally in importance and the highest of criteria. Criteria 5 and Criteria 6 are equally weighted and second most important.

#### **1. Technical Capability**

The Offeror shall describe its understanding of the Statement of Work (SOW) and capability to meet the RFP functional and technical requirements and objectives. Offeror’s technical capability should include a description of its ability to provide resources as needed, including periods when MSA is unable to provide sufficient notice and less than 24 hour turn-around is expected.



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### **2. Similar Experience and Past Performance**

Experience is evaluated on the breadth of experience similar to the RFP SOW, while Past Performance is evaluated on the quality of delivered performance during the last three (3) years.

MSA will evaluate the Offeror's prior experience with focus on similarities to the Statement of Work. MSA will evaluate Past Performance relative to how well the Offeror performed the work.

#### **Similar Experience:**

The Offeror's experience on contracts similar in type, scope, complexity, duration, and risk will be evaluated. Experience should include demonstrated ability to meet customer commitments in a highly dynamic and demanding work environment. "Offeror" includes, in the case of a "Contractor team arrangement" (as defined in FAR 9.601) the members of the Offeror's team, and the parent organization(s) that has/have signed the Team Agreement(s).

#### **Past Performance:**

The Offeror's past performance information within the last three (3) years will be extracted from the Offeror's completed and attached Past Performance Information Form (Attachment 3). Experience should include demonstrated ability to meet customer commitments in a highly dynamic and demanding work environment as well as the Offeror's performance under existing and prior contracts regarding the quality of performance delivered in a timely manner for work consistent to the size, scope and complexity of the SOW. Descriptions should include schedule performance, budget management, and customer satisfaction.

The Offeror will provide Contract Specialist with customer contact information. Information regarding past and present performance may also be obtained by Contract Specialist from independent data.

### **3. Price**

This factor is used to assess what each proposal will cost the Government should it be selected.

Proposed prices are analyzed to determine the associated risks of doing business with the Offeror. A price analysis will be performed to assess the reasonableness of the proposed costs in relation to Best Value Factors.



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### 4. Personnel

MSA will evaluate each Offeror's proposed personnel based on the written project summary or resume provided aligned with the required qualifications listed below. In addition, Offeror shall provide a description of personnel or resources available to support service requests as needed, including those with minimal notice and short-turn around requirements.

The Offeror shall propose Personnel who possess expertise, knowledge and experience essential to the successful accomplishment of the work being performed under the Subcontract. The Offeror shall provide written project summaries outlining the experience and expertise of its proposed personnel or provide written resumes. Written project summaries or resumes shall be described by position proposed and shall address the following:

- Graphic design and layout experience
- Videography and video production experience
- Photography experience
- Illustration and artist experience
- Photoshop services
- Demonstrated performance towards the RFP objectives.
- Technical and leadership capability.

The above personnel list shall serve to provide a list of skills MSA believes is important to the work. This list shall not be considered all inclusive of the skill or disciplines required to complete the work required.

### 5. HUBZone Preference

In accordance with Section A.2, Small Business Set-Aside – Solicitation, pricing preference will be made to those business which are a qualified HUBZone Small Business.

### 6. Local Business Preference

In accordance with Section A.3, Local Business Preference, pricing preference will be made to those business which are operating in the local vicinity of the Hanford Site located in Richland, Washington.

## A.7 Offeror Capability Presentation





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Offerors submitting a proposal for this work will be required to present its company capability during a presentation meeting with MSA internal stakeholders scheduled for November 23 and November 24, 2015. Each Offeror will be allowed one hour to present its capabilities to perform the work including but not limited to: 1) provide examples of its work product(s), 2) discuss the companies capability to meet requests for support in a very short time period, and 3) provide detail on its ability to provide consultation services to assist MSA in creating a more efficient and creative work product. MSA will schedule presentations with each Offeror individually.

### **A.8 Labor Rate Schedule**

(A99) Rev. 0 4/12/2011

The Labor Rates proposed in the attached Pricing Sheet (Attachment 2) are for Work performed in accordance with this Subcontract. All rates in the Labor Rate Schedule shall be firm and fixed during the period of performance of the Subcontract. All allowable hours billed shall be as identified in the labor rate schedule below. There is no overtime premium notwithstanding the number of hours worked during the day.

### **A.9 Conflict of Interest Disclosure and Representation**

(A102) Rev. 1 5/01/2014

It is the Buyer's policy to avoid situations, which place a Subcontractor in a position wherein it may not be able to compete on an equal basis for Buyer-controlled work with other qualified contractors. To address this matter, the Subcontractor is to consider the relevant circumstances surrounding this effort to determine if there are any past, present or future interests (financial, contractual, organizational or personal) that could be viewed as a conflict of interest. The Subcontractor is to insert the following statement into any proposal response to MSA:

Subcontractor hereby certifies that [ ] there is not or [ ] there is a potential conflict of interest. If there are any real or potential concerns, they shall be disclosed and highlighted in the Subcontractor's proposal. Any such disclosure may result in the need for additional discussions relative to the Subcontractor's continued participation in this effort.

### **B.0 Award**

#### **B.1 Award Notification**

(A95) Rev. 0 3/14/2011

The Subcontractor is hereby notified that effective on December 1, 2015, the Subcontractor is awarded a Time and Material Subcontract for the delivery/performance of the item(s) and/or service(s) in accordance with all the requirements and conditions set forth or by reference attached herein in an amount of \$TBD. The Subcontractor shall not exceed this amount without specific written authorization from the Contract Specialist.



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**C.0 QA / Inspection Requirements – Not Applicable**

**D.0 Description/Statement of Work – Not Applicable**

**E.0 Transportation Instructions – Not Applicable**

**F.0 Schedule – Not Applicable**

**G.0 Delivery/Performance**

**G.1 Term of Subcontract**

(F08) Rev. 0 3/14/2011

The term of this Subcontract shall commence on the date of award and shall end on September 30, 2016 unless extended by the parties or terminated by other provisions of this Subcontract.

**G.2 Ship to Address and Warehouse Operations Delivery Schedule**

(F10) Rev. 2 10/22/2014

The below address shall appear on all shipping documents and packages:

U.S. Department of Energy  
c/o MSA Hanford  
Central Receiving  
2355 Stevens Dr.  
Attn: Subcontract: TBD  
Richland, WA 99354

If there is not enough character space to enter the “Attn:” please omit it.

Please assure that the Consignor/Shipper receives this information and clearly understands the above information.

The Hanford Site Warehouse Operation is available for deliveries from 6:00 a.m. to 4:30 p.m. Monday through Thursday

Contract Specialist: Amy Justice

BTR: Rae Weil

Note: Please be prepared to reference Subcontract Number TBD



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Should your shipment require any special handling to unload, please make arrangements 24 hours prior to shipment by contacting (509) 376-6638. Failure to do so may result in the shipment offloading being delayed.

### **H.0 Subcontract Administration**

#### **H.1 Authorized Personnel**

(G03) Rev. 0 1/28/2010

Only the following named individuals are authorized to make changes to this Subcontract or Purchase Order:

Contract Specialist, Amy Justice, Telephone: (509) 376-9129, E-mail: [Amy.L.Justice@rl.gov](mailto:Amy.L.Justice@rl.gov)

Lead Contract Specialist, Brian Mair, Telephone: (509) 376-4692,  
E-mail: [Brian.C.Mair@rl.gov](mailto:Brian.C.Mair@rl.gov)

#### **H.2 Electronic Mail Capability**

(G11) Rev. 0 3/14/2011

The Subcontractor shall have internet access and maintain electronic mail capability for the duration of the Subcontract. The Subcontractor email account shall be able to send and receive attached documents of up to 1/2 megabyte in size. Correspondence concerning this Subcontract will be conducted via email in current versions of Microsoft Office applications, ASCII text, RTF, PDF, ZIP, and other commonly used file formats.

#### **H.3 Closeout Certification**

(G19) Rev. 1 5/23/2013

Subcontractor shall properly execute and mail to the Buyer a final release, in a format acceptable to the Buyer, within sixty working days from the last date services are provided hereunder and/or the date of the last shipment made hereunder. Final payment will not be made until a final release is signed and received by the Buyer.

Final Release is located at [http://www.hanford.gov/pmm/files.cfm/Final\\_Release\\_MSA.pdf](http://www.hanford.gov/pmm/files.cfm/Final_Release_MSA.pdf).

#### **H.4 Subcontractor Invoices for Subcontracts**

(G044) Rev. 0 2/27/2012

The following process shall be used on invoices submitted to Mission Support Alliance. Unauthorized deviations from these instructions *may* result in delayed payment or returned invoices.



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### **Invoice Submittal Requirements:**

- Submittal of an invoice constitutes Subcontractor's certification that materials, work, and/or services have been delivered, and invoice rates are in accordance with the Subcontract provisions.
  - Invoices for services may not be submitted more than once per calendar month unless otherwise authorized in the Subcontract.
  - The total amount due for the billing period must be clearly identified on all invoices (this amount should be set apart from any cumulative amounts or subtotals included on the invoice).
  - The Subcontractor shall indicate the labor rate, number of hours, and period of performance being billed on each invoice, when applicable.
  - Invoiced rates, travel, or other direct charges must be specifically defined in the Subcontract to be allowable for reimbursement.
  - Travel expenses (if authorized) must be itemized and supported with receipts in accordance with the requirements set forth under the clause titled, "Reimbursement of Travel Expenses," or as otherwise stated within the Subcontract.
- All invoices shall be submitted electronically to Accounts Payable ([msa\\_invoices@rl.gov](mailto:msa_invoices@rl.gov)) unless otherwise stated by the Contract Specialist. Please *do not* submit hard copies unless requested by Buyer.
- Each Subcontract and releases must be invoiced separately.
  - The Subcontractor name, invoice number, and the Subcontract and release numbers must be shown in the subject line of the e-mail message used to submit an electronic invoice. The suggested format for the subject line is: Subcontractor Name, Invoice XXXXX, and Subcontract XXXXX-X (i.e. 47825 - Release 20).
  - Each invoice must have a unique invoice number.
  - Each invoice should include the name and telephone number of a company representative available to respond to invoice questions.
  - Remittance will only be made to the remittance address on file for the Subcontractor. Invoices from third parties or with different remittance instructions or addresses will not be processed.
  - Questions or requests for exceptions should be addressed to the Contract Specialist.



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- Before payments can be made via Electronic Funds Transfer (EFT), an “Authorization for Electronic Funds Transfer of Invoice Payments” form must be completed and returned to Buyer. The form is located at: <http://www.hanford.gov/pmm/files.cfm/eft.pdf>. **NOTE:** The original form with signature and date shall be mailed to the address at the bottom of the form. Copies of the form that have been e-mailed or faxed will not be accepted.

### H.5 Terms of Payment

(G047) Rev. 0 7/14/2014

Payment terms are net 30 days, unless otherwise agreed upon in writing, upon satisfactory receipt of goods or provision of services and receipt of an accurate invoice.

### I.0 Special Requirements

#### I.1 Designation of Technical Representative

(H38) Rev. 0 3/14/2011

The Contract Specialist hereby designates the following as the Buyer’s Technical Representative, (BTR) for this Subcontract: Name/phone/mail stop/email: Rae Weil / (509) 376-6522 / H1-31 / [Rae S Weil@rl.gov](mailto:Rae_S_Weil@rl.gov).

The BTR is responsible for monitoring and providing technical guidance for this Subcontract and should be contacted regarding questions or problems of a technical nature. The BTR is also responsible for appropriate surveillance of the Subcontractor’s representative while on site. However, in no event will an understanding, agreement, modification, change order, or any deviation from the terms of this Subcontract be effective or binding upon the Buyer unless formalized by proper contractual documents executed by the Contract Specialist prior to completion of this Subcontract.

On all matters that pertain to Subcontract terms, the Subcontractor shall contact the Contract Specialist specified within this Subcontract. When in the opinion of the Subcontractor, the BTR requests or directs efforts outside the existing scope of the Subcontract; the Subcontractor shall promptly notify the Contract Specialist in writing. **The BTR does not possess any explicit, apparent or implied authority to modify the Subcontract.** No action should be taken until the Contract Specialist makes a determination and modifies the Subcontract in writing.



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### **I.2 Service Contract Act of 1965**

(H27) Rev. 5 7/15/2015

This Subcontract is subject to the McNamara-O'Hara Service Contract Act of 1965 (SCA) as specified in [FAR 22.10](#). The Subcontractor will ensure that their employees are properly classified in accordance with the SCA for the work assigned and for the entire duration of this Subcontract. The Subcontractor shall pay service employees employed in the performance of this Subcontract no less than the minimum wage, and furnish fringe benefits in accordance with the appropriate job classification per the applicable Wage Determination.

The Buyer may unilaterally modify this Subcontract to incorporate revised Wage Determinations during the term of this Subcontract. If a Wage Determination (or revision) is incorporated after award and the Subcontractor has to adjust rates payable to employees covered by the SCA in order to comply with the revised minimum wages and fringe benefits, the Subcontractor may request an equitable adjustment in accordance with the SCA and other provisions of this Subcontract.

Blanket Wage Determination (BWD) 05-2569, Rev. 17, dated December 22, 2014, is applicable to work performed under this Subcontract on the Hanford Site and adjacent areas by service occupations identified in the BWD. Service occupations that will be used in performance of this Subcontract at another location or that are not listed in the BWD must be specifically identified herein along with an applicable wage determination.

A copy of the Blanket Wage Determination is available at:  
<http://www.hanford.gov/pmm/page.cfm/Other>.

A Directory of Occupations and more information about the Service Contract Act can be found on the Department of Labor web site at <http://www.dol.gov/compliance/laws/comp-sca.htm>.

### **I.3 Size Standards Reporting Requirements**

(H111) Rev. 0 3/14/2011

If the Subcontractor represented that it was a small business concern prior to the award of a Subcontract, the Subcontractor shall re-represent its size status by completing re-representation upon the occurrence of any of the following:

- (a) Within 30 days after execution of a novation agreement or within 30 days after modification of the Subcontract to include this clause, if the novation agreement was executed prior to inclusion of this clause in the Subcontract.
- (b) Within 30 days after merger of acquisition that does not require a novation or within 30 days after modification of the Subcontract to include this clause, if the merger or acquisition occurred prior to inclusion of this clause in the Subcontract.



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(c) For long-term Subcontracts-

- (i) Within 60 to 120 days prior to the end of the fifth year of the Subcontract; and
- (ii) Within 60 to 120 days prior to the date specified in the Subcontract for exercising any option thereafter.

The following re-representation must be completed if any of the above occurs. The information must be submitted to the Contract Specialist, along with the Subcontract number and the date on which the re-representation was completed:

*The Subcontractor represents that it ☐ is, ☐ is not a small business concern under NAICS Code \_\_\_\_\_ assigned to Subcontract number \_\_\_\_\_. [Subcontractor to sign and date and insert signer's name and title].*

### **I.4 Non-Disclosure Agreement for Company Subcontractors**

(H121) Rev. 0 1/20/2014

This Subcontract is subject to the [Non-Disclosure Agreement \(NDA\) for Companies](#). Upon request, the Subcontractor shall complete the form and submit it to the designated Contract Specialist.

### **J.0 Terms and Conditions**

The terms and conditions set forth or referenced in the body of this document by the Buyer shall apply and the Buyer objects to and shall not be bound by any additional or different terms and conditions.

### **J.1 General Provisions – Time and Material / Labor Hour**

(Revision 03, July 23, 2015)

<http://www.hanford.gov/pmm/page.cfm/Provisions>

### **J.2 Special Provisions – On-Site (Formerly SP-5)**

(Revision 01, December 15, 2014)

<http://www.hanford.gov/pmm/page.cfm/Provisions>



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### **K.0 List of Attachments**

### **K.1 Statement of Work (SOW)**

The attached Statement of Work: RFP – Creative Services Dated: July 6, 2015 revision: 0 identifies the scope and performance expectations of the Subcontract. The SOW is incorporated into and made a part of this Subcontract along with all of the other clauses and terms identified herein.

### **L.0 Signatures – Not Applicable**

### **M.0 Representations and Certifications**

#### **Subcontractor Acknowledgement of Federal Online Representations and Certifications**

(L16) Rev. 2 9/07/2012

Mission Support Alliance, LLC (“MSA”), relies upon Subcontractor’s current representations and certifications within a Federal web-based system that centralizes and standardizes the collection, storage and viewing of many of the representations and certifications required by the Federal Acquisition Regulations. Effective August 2012, that Federal system is now System for Award Management (SAM) at [www.sam.gov](http://www.sam.gov).

By submitting a proposal to MSA in response to this solicitation, the Subcontractor is certifying that:

1. The representation and certification information within SAM is still current;
2. All statements and explanatory documentation submitted is current and accurate;
3. Signer is authorized to represent the Subcontractor in all matters related to pricing, terms and conditions, and conduct of business;
4. Subcontractor complies with all requirements of State of Washington statutes, ordinances, rules and regulations, codes, and orders related to equal employment opportunity and operation of non-segregated facilities;
5. All Subcontractor employees who may work on MSA’s premises or on the Hanford Site are not under the influence of controlled substances, drugs or alcohol. Subcontractor agrees to testing of assigned employees under the MSA’s program for controlled substances;
6. Subcontractor’s information in the MSA’s registration system is current (no more than 12 months old); and
7. Subcontractor will update SAM on an annual basis.





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### **Attachments:**

Attachment 1: Statement of Work - Creative Services Revision 0, dated July 6, 2015

Attachment 2: Labor Rate Schedule

Attachment 3: Past Performance Information Form



**Title: RFP – Creative Services**

**Revision Number: 0**

**Date: 7/6/2015**

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## **INTRODUCTION / BACKGROUND**

Mission Support Alliance (MSA) through the Mission Support Contract with the Department of Energy, is the site services provider at the Hanford Site. Our communications and external affairs (C&EA) organization is responsible for developing internal communications including posters, newsletters (both print and electronic) and periodic staff messages, as well as display ads for local publications. Our external affairs team is responsible for providing support to the Department of Energy, Richland Operations office in the development of media outreach and public involvement which includes presentation development, posters, videos and an electronic newsletter.

## **OBJECTIVE**

MSA C&EA requires the services of a comprehensive creative services team to support both our internal and our external communication activities as well as provide strategic and creative counsel.

## **DESCRIPTION OF WORK – SPECIFIC**

### **Creative Services Support**

This is a one year contract to develop and deliver communication materials on an as-needed basis. The projects may include any or all of the following:

1. Layout and design of quarterly electronic newsletter (10 – 16 pages); delivery – electronic format
2. Layout and design of quarterly print and electronic newsletters (24 – 32 pages); delivery – electronic format and print-ready files
3. Layout and design of ads (3-5) developed throughout the year; delivery - electronic files appropriate for publication
4. Video production which could involve on-site videography, graphics development, sound mixing, animation and title creation. An individual project may include all or some of these; delivery – final video in electronic format; DVDs
5. Layout, design and production of posters which may include photos, title text and body content. Final product mounted on gatorfoam or other materials; delivery – final printed product
6. Design and production of display signage – propose style, design and develop free standing signs to support tours, conferences or trade shows; delivery – final printed product



7. Develop presentation (PowerPoint) to include graphics, photos and text. Would require following existing branding guidelines or customer restrictions; delivery – electronic PowerPoint file
8. Photography – portraiture, indoor settings, outdoors, industrial settings, people working in the field, large events, visiting VIPS. Ranging from 2 hour to multi-day requirements; delivery – jpg files of all photography
9. Graphic design work as needed for presentations, infographics, photoshop and similar; delivery – electronic file as needed
10. Provide creative design consultation services which will include input and suggestions to create a better product, input for increased efficiency and quality, introduction of creative ideas to assist MSA with internal and external communications.

## **REQUIREMENTS**

Subcontractor will provide details on capabilities and the number of staff available to provide the following:

- Layout and design services
- Graphic design services
- Photography and videography
- Photoshop services

### **1.1 ES&H Requirements**

None

### **1.2 Quality Assurance Requirements**

None

## **PERSONNEL REQUIREMENTS**

### **5.1 Training and Qualification**

No specific training requirements

### **5.2 Security and Badging Requirements**

- A. The Subcontractor shall wear a Buyer-issued security badge that serves as identification.
- B. The Subcontractor shall be required to submit to vehicle searches and shall not carry or transport certain prohibited articles.

### **1.3 Work Location / Potential Access Requirements**

Subcontractor shall determine and comply with the access requirements for each facility where services are to be performed.



## **MEETINGS / SUBMITTALS**

Meetings, site visits, and teleconferences will be required during the course of this work; subcontractor shall arrange schedules and attendance as appropriate.

## **DELIVERABLES**

Deliverables will be determined on a project-by-project basis.

1. Projects – Subcontractor will deliver projects within pre-arranged, mutually agreed upon due dates.
2. Meetings—Subcontractor management and MSA C&EA team will meet 6 – 10 times per year. These meetings may be used to strategize creative plans, review current communication projects, or discuss communication goals.

### **1.1 Schedule**

Start Date: December 01, 2015

Completion Date: September 30, 2016